



2016 Civic Area Activation



In 2016, Boulder's Civic Area hosted more events and welcomed more people than in any previous year on record. By the end of October, more than 50 events drew an estimated 358,765 people, and additional winter season activities are scheduled in November and December.

Offerings in 2016 produced or permitted by the city included a variety of first-time events and long-standing activities valued by the community. The full slate ranged from single-day art activities, concerts, opera and ballet performances to larger multi-day events including Boulder Creek Festival, Summerfest and the popular Ironman.

The event schedule continues to be anchored by the highly successful Boulder Farmers' Market on Saturdays from April to November and Wednesdays from May to October. The Boulder market was recently ranked in the top ten farmers' markets nationwide by *USAToday*. In 2016, the success of the Farmers' Market led to community engagement and a feasibility analysis that indicates community support for a potential future year-round Public Market.

"It's all part of a coordinated effort to answer the call from community members who want



enhanced activities offered in the area.

We are all very excited."

**-- David Farnan
Director
Library and Arts**

The recent Civic Area activation is part of the city's commitment to explore both design and programmatic changes to bring a vibrant feel to this beloved gathering spot, making it a place that attracts a diverse mix of visitors. Much of the success is attributed to exciting public-private partnerships, which are essential to continued progress.

"This busy schedule capitalizes on all the great happenings



downtown, engaging the public in new ways and testing the interests of

our community. We will continue to schedule activities throughout Phase 1 park construction."

**-- Yvette Bowden
Director
Parks & Recreation Department**

The increased activity in the Civic Area has been strategically aligned to coincide with the groundbreaking of the voter-approved Community, Culture & Safety tax investment of \$8.7 million for Phase 1's "park at the core" construction. Construction is scheduled to begin during the final two months of 2016. With a scheduled completion date of late 2017, the improvements will add a natural play area, enhanced event areas, a new 11th street bridge over Boulder Creek and improved access to the creek.

All activities in the Civic Area are organized to exemplify the community's sustainability values (i.e., economic, social and environmental) and have been a collaborative effort by a variety of city departments, including Parks and Recreation, the Boulder Public Library, the Office of Arts + Culture, the Civic Area Project team, Community Vitality, GO Boulder and Human Services. Existing assets have also played an important role in the area. These include the Sister City Plaza, the Glen Huntington Bandshell, the Farmers' Market, the Atrium Building, the Dushanbe Teahouse and the Boulder Museum of Contemporary Arts (BMoCA).

The commitment to increased Civic Area activation for 2016 and beyond continues to build momentum for, and awareness of, Boulder's Civic Area and the planned improvements, which will offer nature, innovation and opportunities to recreate, socialize, learn and enjoy everything that people love about Boulder.

(2016 events and activities in the Civic Area are listed on the other side of this page.)

2016 Civic Area Outdoor Summer Activation Attendance								
Date	Event	Description	Attendance		Date	Event	Description	Attendance
4/2-11/19	Boulder County Farmers's Market - Saturdays	Nationally ranked in the Top Ten Farmers' markets by USA Today	163,464		7/2-7/4	July 4 Art & Jazz Fest	Three-day festival with 70 vendors, music and food. First-time event in 2016	3,000
5/5-10/5	Boulder County Farmers's Market - Wednesdays	America's 50 Best Farmers' Markets, Clean Eating Magazine	36,495		7/9	Boulder Farmers' Market Art Shows	Art show at the market	700
5/1-9/30	Civic Walk	Free monthly walks for visitors	38		7/9-7/10	Figment Festival	Two-day community art event featuring art installations	250
5/20	BMoCA's Media & Technology Festival	First-time event in 2016 for media enthusiasts	100		7/10	Art at Boulder Market	20 artisans showcase works	200
5/27-5/30	Boulder Creek Festival	Annual four-day festival	150,000		7/15	RNDZVS Surf Rock Party	BMoCA's pop-up party that creatively invigorates underutilized spaces outside the museum walls	150
6/1-9/30	Folk Dancing on the Plaza	Free folk dancing lessons	300		7/23	Summer Sounds	Family concert series	300
6/3	Climbing Wall w/Avid Boulder Public Library	One-day event with climbing wall	125		7/30	Summerfest	End of the Summer Reading Program	1,500
6/4	Summer Reading Kickoff Party	The first of several summer reading activities	75		7/31	Art at Boulder Market	20 artisans showcase works	200
6/4-8/13	Bandshell Bootcamp	Free boot camp style exercise	144		8/5	BMoCA Summer Games	Art and sports collide with outdoor games and activities to engage the community	300
6/5	Art at Boulder Market	20 artisans showcase works	200		8/7	Ironman	Triathlon	5,000
6/5	Library Nerf Battle	Summer reading activity	150		8/13	Fringe Family Festival	Brings intercultural performances and art to kids of all ages	250
6/6-8/31	Nature Play	Facilitated nature play events on Mondays and Wednesdays	750		8/13	Boulder Farmers' Market Art Shows	Art show at the market	700
6/6-8/29	Bandshell Boogie	Fun dance events led by DJs	1,300		8/14	Art at Boulder Market	20 artisans showcase works	200
6/10-8/12	Sunrise Yoga	Free yoga sessions on Fridays	120		8/20	Downtown Boulder, Inc. presents Brewfest	Annual Brewfest featuring 20 breweries	2,000
6/11	Boulder Farmers' Market Art Shows	Art show at the market	700		8/20	Opera in the Park	Free presentation of <i>Carmen</i> in the Glen Huntington Bandshell	600
6/11	Private Wedding	Reserved Private Wedding	50		8/21	Art at Boulder Market	20 artisans showcase works	200
6/12	Art at Boulder Market	20 artisans showcase works	200		8/27	Summer Sounds	Family concert series	200
6/16	Celebrate Bloomsday	Boulder Public Library hosts an outdoor reading of James Joyce's <i>Ulysses</i>	45		9/2-9/5	Hometown Festival	Four-day festival features food, beer, artisans, music & car show	8,000
6/17	Private Wedding Rehearsal	Reserved Wedding Rehearsal	75		9/10	Private Wedding	Reserved Private Wedding	100
6/17	Private Political Event	Paid for by private campaign	50		9/10	Boulder Philharmonic Performances	Three performances at locations along the creek	400
6/18	Summer Sounds	Family concert series	300		9/10	Boulder Farmers' Market Art Shows	Art show at the market	700
6/19	Ballet in the Park	Annual free ballet presentation	300		9/11	Big Gay 5K	Annual 5K	150
6/23	Opening: TreeXOffice	Installation celebration	100		9/11	Pridefest	Boulder County's largest LGBTQ event	2,000
6/25	Community Energy Fair	25 vendors & education seminars	500		9/23-9/25	Jaipur Literature Festival	Three-day literacy festival with internationally acclaimed authors	2,500
6/27	BMX Bike Performers	Staged in conjunction with Summer Reading Activity	175		9/24	Bee Boulder – Pollinator Appreciation Festival	Family festival celebrating our pollinators	500

TOTAL: 358,765